



Dominates
a landscape
creating
immediate
and
impactful
attention.

wallscape

Benefits

- Accommodates a wide variety of unusual creative sizes and shapes
- Towers above the streets, creating a spectacular landmark
- Delivers high frequency. Reach varies by location(s)
- Provides dominance in key market

Distribution

- Typically located in high profile locales.
- Penetrates areas where other out-of-home coverage is limited or unavailable
- Available in select major metropolitan markets.

Size

- Varies by market and location

Production

- Hand painted, accurately rendered by skilled muralists
- Hand painted or computer printed vinyl can be suspended from the surface on some locations

Contract Terms

- Sold individually for extended periods

Layout

- Varies according to type of display

Digital Requirements

- Digital resolution at this scale is best at 600dpi but can be as low as 300dpi
- Supply on Macintosh formatted CD or DVD
- Software: Illustrator, Photoshop, Freehand & QuarkXpress
- Specify Pantone colors for all flat tones.
- Include both screen and printer fonts OR convert to paths/outlines
- Photoshop imports must be saved as .eps or .tif CMYK images
- A color print out of layout for color matching



For more information, please call 800-609-5259 or email us at: info@billboardsource.com.